

Name: _____ Date: _____

***PROOF* MOVIE POSTER ASSIGNMENT**

Now that we have read the play *Proof* by David Auburn, you are going to create a poster for an upcoming movie production of the play.

Your poster must use a combination of text and images to promote the release of the film version of this play. You may choose to complete your poster by hand or on the computer. Your final submission must be printed out and handed in in hard copy. Make sure you use colour, fonts, and images that complement each other in order to create a visually appealing poster. Also, ensure you use an appropriate balance of text and images to make your poster stand out.

In addition to promoting the movie itself, your poster must make reference to **one** of the following themes in the design/layout and images used in your poster:

- Family
- Guilt
- Mental illness
- Logic and order

Finally, you are required to submit a 2-3 page typed, double spaced in 12-point Times New Roman font reflection about your ad. Your reflection should address the following:

- Decisions you made to make the poster appealing (font, colour, size, etc.)
- Which theme you chose to highlight, and how your poster appeals to this theme
- Any challenges that you faced while working on this assignment, and how you overcame these challenges.

You will have one class period in the computer lab to work on this assignment. Please tell your teacher if you require any materials (i.e. markers, coloured paper, bristle board, etc.) prior to this class so they can make sure these resources are available to you.

Your poster and reflection are due at the start of class on _____.

The rubric on the following page will be used to evaluate your work.

Name: _____ Date: _____

CRITERIA	LEVEL R (0-4 MARKS)	LEVEL 1 (5 MARKS)	LEVEL 2 (6 MARKS)	LEVEL 3 (7 MARKS)	LEVEL 4 (8-10 MARKS)
<u>Ad</u> Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques	Ad is not submitted, is submitted but is not complete, or is submitted but is sloppy and makes no reference to one of the themes	Ad is unorganized and/or unattractive or unappealing, and does not make any reference to one of the themes	Ad is somewhat attractive and/or appealing, and alludes to one of the themes	Ad is attractive and appealing and makes reference to one of the themes	Ad is highly attractive, appealing, and makes thorough reference to one of the themes
<u>Reflection</u> Identify some media forms and explain how the conventions and techniques associated with them are used to create meaning	Reflection is not submitted, is submitted or is partially complete, or is submitted but does not make use of examples to support ideas	Reflection responds to 1-2 of the questions posed, and rarely makes use of examples to support ideas	Reflection responds to 2 of the questions posed, and sometimes makes use of examples to support ideas	Reflection responds to all of the questions posed, and often makes use of examples to support ideas	Reflection thoroughly responds to all of the questions posed, and always makes thorough use of examples to support ideas
<u>Both</u> Use editing, proofreading, and publishing skills and strategies, and knowledge of language conventions, to correct errors, refine expression, and present their work effectively	Ad and reflection contain several major spelling and grammar errors, may or may not be submitted, and contain few of the correct format and length requirements	Ad and reflection contain many major spelling and grammar errors, and contain few of the correct format and length requirements	Ad and reflection contain several spelling and grammar errors, and contain some of the correct format and length requirements	Ad and reflection contain a few minor spelling and grammar errors, and are in the correct format and of the correct length	Ad and reflection are free of spelling and grammar errors, and are in the correct format and of the correct length

Total: _____/30